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## INDIANA TOBACCO PREVENTION AND CESSATION REQUEST FOR APPLICATION (RFA) REGIONAL VOICE HUB GRANT

The Indiana Tobacco Use Prevention and Cessation Executive Board (ITPC) seeks to fund three (3) Regional VOICE Hubs at the local level to coordinate the VOICE programs offered by local community-based, minority-based partners and statewide partners. The RFA announces the availability of a total of \$420,000 in funds to support a \$70,000 per year regional grant for the development of three (3) VOICE regional hubs across Indiana to complement statewide tobacco prevention and cessation efforts. The funding period is from September 1, 2009 – August 31, 2011.

The VOICE component of Indiana's tobacco prevention and cessation program focuses on youth prevention. It is essential that VOICE hubs seeking support from ITPC must possess the geographic or organizational flexibility to support varied partnerships represented by ITPC's community and minority-based programs across the state. *Multiple proposals from the same region may be submitted, but only one agency will be funded for each Region (North, Central and South).*

This RFA is an invitation to join together to make the Indiana Tobacco Use Prevention and Cessation Executive Board's vision.... *To significantly improve health in Indiana and reduce the disease and economic burden tobacco use places on Hoosiers of all ages...a reality for the State of Indiana.*

*This RFA is based on the objectives and strategies outlined in the Indiana Tobacco Control 2015 Strategic Plan. [Additional](#) information on the Indiana Tobacco Prevention and Cessation Comprehensive Tobacco Control Plan can be obtained by calling ITPC at (317) 234-1787 or by visiting [www.itpc.in.gov](http://www.itpc.in.gov).*

## ITPC MISSION

The Trust Fund exists to prevent and reduce the use of all tobacco products in Indiana and to protect citizens from exposure to tobacco smoke. ITPC coordinates and allocates resources from the Trust Fund according to their *mission* to:

- Change the cultural perception and social acceptability of tobacco use in Indiana
- Prevent initiation of tobacco use by Indiana youth
- Assist tobacco users in cessation
- Support the enforcement of tobacco laws concerning the sale of tobacco to youth and use of tobacco by youth; and
- Eliminate minority health disparities related to tobacco use and emphasize prevention and reduction of tobacco use by minorities, pregnant women, children, youth, and other at-risk populations.

ITPC maintains a process-based and outcomes-based evaluation of funded programs and will keep State government officials, policymakers, and the general public informed.

## APPLICANT ELIGIBILITY

A public or private, state, or local government entity may apply as the lead agency for a VOICE Hub.

### What is a Lead Agency?

- **The Lead Agency is the Fiscal Agent.** There is no separate Fiscal Agent and Lead Agency allowed.
- **The Lead Agency must have a Federal Identification Number.** In order to receive grant funds, the Federal Identification Number used must be registered to the Lead Agency. ITPC will not accept a Lead Agency using another organization's Federal Identification Number.
- **Voice Hub and Community Lead Agency Information.** The lead agency for the VOICE Hub can be the same as a community lead agency for ITPC but this is not a requirement. One lead agency can be responsible for more than one hub. However, the Hub coordinator position and the community VOICE coordinator position CANNOT be filled by the same individual. The Lead Agency must be in compliance with all ITPC and state agency grant requirements or mandates in order to receive Voice Hub funding.

- **Lead Agency Responsibilities.** The Lead Agency is responsible for the following:
  - **Financial Responsibilities**
    - Serve as the fiscal officer for the grant
    - Submit Quarterly Fiscal and Program Reports by due dates
    - Respond timely to periodic information requests
    - Be registered with the Indiana Secretary of State
    - Fulfill the terms of the contract
    - Establish a separate account or ledger for grant funds
    - Participate in monitoring engagement with the State Board of Accounts (paid for by ITPC)
    - Conduct an audit to be paid by grant recipient (if required by law)
    - Additional financial information may be requested from all applicants
    - Compliance with all ITPC and state mandated grant requirements.
  - **Programmatic Responsibilities**
  - **Voice Comprehension**
    - Ensure that Voice is active and participating, as necessary, at partner meetings, trainings, conference calls, cluster meetings, community assessments, preparation of RFAs and evaluation activities.
    - Function as a liaison between ITPC and community, minority and statewide Voice movements.
    - Help facilitate each statewide initiative.
    - Actively support and participate in Voice priorities and work groups.
    - Participate actively in the preparation and execution of the proposal.
  - **Communication**
    - Enhance communication links to/from Voice hubs, local Voice movements and ITPC.
    - Provide a support network for adults facilitating Voice activities.
    - Communicate weekly with ITPC Voice Coordinator.
    - Provide online and hard copy resources for use by community, minority and statewide based Voice movements.

- Technical Assistance
  - Provide technical assistance to all Voice groups and counties in the designated region.
  - Ensure that Voice groups participate in training events.
  - Serve as the primary technical assistance provider to all hub partners who commit to youth advocacy/Voice in the ITPC Community and Minority Grant and Statewide Grant Work plans.
  - Provide structured, ongoing technical assistance to local Voice movements by working directly with each partner.
  - Host at least one statewide Youth Empowerment Event (as assigned by ITPC Voice Coordinator).
  - Identify and work with all Voice movements within your Region, as well as provide support and guidance for new movements.
  - Assist in developing, organizing and training Voice partners with ITPC and other Hub Coordinators.
- Reporting
  - Serve as the key contact point for required reporting to ITPC.
  - Submit Quarterly Fiscal and Program reports by due dates.
  - Promote and assist in the Youth Tobacco Survey data collection.
  - Participate in all evaluation and accountability activities.
- Media and Event Planning
  - Understand and support the relationship between Voice, ITPC and Media Team.
  - Provide a framework for implementing local and regional Voice events based on locally-developed action plans.
  - Recruit youth participation in Indiana Teen Institute's Summer Camp.
  - Work with major mass media markets (TV, radio, newspapers and others) to promote Voice efforts and events.
  - Communicate updates to Voice.tv website weekly.
  - Participate as a Member of Voice Adult Advisory Group.
  - Participate as a Member of Project Voice Planning Committee.
  - Host quarterly VForce meeting within Hub.
  - Host quarterly Adult Ally meeting, training or orientation within Hub.

## **VOICE Hub Structure**

### ***VOICE Hub, local VOICE, and ITPC Relationship***

VOICE is Indiana's youth movement against tobacco use that empowers teens to take action against the marketing practices of the tobacco industry. Since April 2002, youth from across the state have become engaged in the fight to reduce tobacco use among teens. Youth developed and branded the movement in Indiana as VOICE.

The Voice movement is a combination of community activities and media outreach. Hoosier youth are engaged in state, regional and local events to fight tobacco use among teens. Events include Tobacco Free Kids Day at the Indiana State Fair, local fairs and festivals, school events, and events recognizing businesses and organizations that protect youth from tobacco use including smokefree businesses. Youth are also engaged in policy advocacy at the local and state level. Community activities are carried out through the ITPC network of community, minority, and other youth organization partners in most of Indiana's 92 counties. Media outreach includes paid and earned media efforts coordinated through the ITPC media campaign along with a Website, [www.Voice.tv](http://www.Voice.tv) that reaches thousands of youth in Indiana.

The VOICE Hub plays a critical coordination and leadership role in the implementation of VOICE across the state. Regional VOICE Hubs make technical support and communication accessible; as well promote the mission and objectives of ITPC. It is through the collaborative effort of this diverse group of committed organizations, and its resources that VOICE is accomplished and goals met. The lead agency and VOICE Hub is responsible for supporting the region throughout the grant. The VOICE Hub should be an active member of VOICE.

The VOICE Hub will agree to carry out many of the activities outlined in the RFA, therefore, the lead agency plays an essential role in providing staff time and support to the VOICE Hub. The lead agency must:

- Assure that a qualified VOICE Hub Coordinator is employed full or part time to this program. The individual designated to the Voice Hub Coordinator position must be approved by ITPC, *prior* to hiring any individual to fill this position.
- Assure that resources are available for the local VOICE movements that may include meeting accommodations and notices, logistical assistance, etc.
- Assure that a communication mechanism is developed and maintained to keep VOICE members, ITPC, the media and others informed of activities and events.

- Assure that the local VOICE movements are provided opportunities to develop specific experience in tobacco prevention and cessation interventions.

### ***VOICE Hub, ITPC, and Media Team Relationship***

The nature of the VOICE movement demands significant street smarts and marketing effort. In order to accomplish this, ITPC maintains a strong relationship with a full-service marketing, advertising, and public relations agency. The role of the advertising agency is to:

- Compliment the ITPC administration the Voice program
- Create “big picture” vehicles to assist in recruiting, training and facilitating activities of Voice youth
- Participate as a Member of Voice Adult Advisory Group
- Consistently refresh, rework and update websites (Voice.tv, Facebook, YouTube, etc.)
- Enhance public relations and execution of advertisement
- Assist with executing events and ideas as they are developed: including but not limited to, Project Voice, Quarterly Youth Empowerment Events, Regional Events, Voice Gear
- Communicate/coordinate with local partners and Hub coordinators to maximize effectiveness and synergy

Community-based, minority-based, statewide partners and Hub Coordinators report to the ITPC Voice Coordinator. ITPC partners all provide input on local advertising, “In Your Backyard” newsletter stories, and event summaries for the web. The advertising agency provides the marketing support and extension of ITPC and VOICE efforts including: creating ideas; obtaining buy-in from ITPC and its partners; social marketing techniques; and executing the pre-prescribed portions of activities/programs in conjunction with all other parties.

### ***REGIONAL VOICE HUB INFORMATION***

The ITPC Executive Board approved funding for a network of Voice regional hubs to improve coordination, communication and collaboration among ITPC partners who support youth in Voice efforts. A total of three (3) Voice Hubs were approved. Hubs will serve their geographical area (i.e. North, Central and South), as assigned by ITPC. Each Hub will have a similar number of partners with Voice in the work plan, as well as serve the counties surrounding them (to be assigned by ITPC). All Hub Coordinators must attend required ITPC trainings and meetings, at the direction of the ITPC Voice Coordinator.

The funding period for this RFA is from September 1, 2009 to August 31, 2011.

## How to Apply

Applicants should submit a grant request to the Indiana Tobacco Prevention and Cessation Agency using the guidelines provided in this announcement.

- ❑ **The due date for applications is July 15, 2009.**
- ❑ **Applicant must submit one original and 4 copies of the application.**
- ❑ **Applications must be received in the ITPC office, 150 W. Market St., Suite 406, Indianapolis, IN 46204, by 4:00pm (EST) on July 15, 2009.**

The application must include, and be completed **IN FULL**, to be considered:

- Application Cover Sheet (form attached to application)
- Applicant History of Tobacco Control Experience (not to exceed 1 page)
- Applicant History of Experience with VOICE (not to exceed 1 page)
- Applicant History of Working with Major Media Markets (not to exceed 1 page)
- Program Narrative Essays
- Three (3) Letters of Support, at least two of them being from a current ITPC Partner
- Itemized and Detailed Budget (form attached to application)
- Budget Narrative (form attached to application)
- Declarations Page (form attached to email)
- Vendor Information Form (form attached to email)
- Audited Financial Statements (This applies to any non-governmental entities. Non- governmental entities need to submit audited financial statements not over two periods old.)
- Voice Hub Coordinator Resume and Reference List

## Review Process

All applications submitted will under undergo review process that may include:

- Technical analysis by Agency staff
- Review by the ITPC's Review Team

## Review Criteria

Applications will be assessed on the basis of the following criteria:

### Program Narrative

The proposal should:

- ❑ Justify the organization's capacity to serve as host for the proposed Hub;
- ❑ Explain your system for communication with organizations within the proposed Hub that will ensure rapid distribution of information;

- ❑ Identify potential events that could serve host to regional Voice events in the proposed Hub;
- ❑ Demonstrate a philosophy for empowering adults to work with youth as allies conducive with the Voice movement;
- ❑ Identify what training needs you believe need to be addressed as part of the proposed Hub;
- ❑ Identify how Voice will be involved in the promotion of tobacco control policy advocacy;
- ❑ Demonstrate an ability to work with major media markets;
- ❑ Demonstrate an ability to galvanize youth as a strong partner;
- ❑ Explain the management structure for overseeing the grant;
- ❑ Document the applicant's agreement to complete required reporting and training as necessary by ITPC.

#### History of tobacco control experience

The proposal should:

- ❑ Provide evidence of organizational experience in tobacco control programs;
- ❑ Demonstrate the applicant's ability to provide sound programmatic and fiscal oversight;
- ❑ Demonstrate a strong likelihood to sustain effort after the grant period; and
- ❑ Document the applicant's agreement to complete required reporting.

#### History of Voice experience

The proposal should:

- ❑ Provide evidence of organizational experience in Indiana's Voice movement;
- ❑ Demonstrate the applicant's ability to empower youth in tobacco control.

#### Proposed budget and cost

The proposal should:

- ❑ Include a cost-effective budget appropriate to the scope and nature of the program.

#### Submitted letters of support

The proposal should:

- ❑ Demonstrate support for the applicant.

### **Use of Funds**

ITPC expects that funds allocated through this request for proposals will only support program development, implementation, and coordination for the proposed project. A fixed indirect cost rate no more than 5% on direct cost expenditures. Indirect costs include operating and maintaining buildings, ground,



and equipment; and general administrative expenses. Each Hub Grant will include a maximum of 1.0 FTE (minimum of .75 FTE) for all personnel.

### **Declaration**

The ITPC may seek additional information from an applicant prior to or during the review of the application.

The ITPC reserves the right to negotiate a modification of the proposed work plan and will award funds after agreement has been reached.

The ITPC reserves the right to examine the physical location, all books, documents, papers, accounting records, and other evidence (Records) pertaining to the administration of the community program upon request and copies thereof shall be furnished at no cost to the Indiana Tobacco Prevention and Cessation Agency.

The signatory for this Organization represents that he/she has been duly authorized to execute agreements on behalf of the organization and has obtained all necessary or applicable approvals from the home office of the organization.

It is ITPC policy that any organization or individual receiving funding from ITPC must agree as a condition of receiving funds that they will not accept any funding from the tobacco industry. By entering into this grant agreement the grantee agrees to abide by this policy during the term of this agreement. Any violation of this clause by the grantee could lead to termination of this agreement by the State.

It is ITPC policy that any organization or individual receiving funding from ITPC must agree as a condition of receiving funds that they will adopt a tobacco-free campus policy. By entering into this agreement the grantee agrees to abide by this policy during the term of this agreement. Any violation of this clause by the grantee could lead to termination of this agreement by the State.

**All questions should be submitted in writing by 4:00pm (EST) on June 15, 2009. Answers will be posted on the ITPC website by June 22, 2009. Send questions to:**

Angie Morris, Voice/Training Director  
Indiana Tobacco Prevention and Cessation  
150 W. Market Street, Suite 406  
Indianapolis, IN 46204  
[anmorris@itpc.in.gov](mailto:anmorris@itpc.in.gov)

### **Voice Hub Contract Deliverables:**

- Submit quarterly reports on time and correct. **Due Quarterly.**
- Participate actively in preparation and execution of Voice statewide initiatives, including, but not limited to: Adult Ally Training, Project Voice, Youth Empowerment Events and VForce. **Due Quarterly.**
- Host one Youth Empowerment Event per year (as determined by ITPC). **Due September 1, 2010 and August 31, 2011.**
- Host one Adult Ally Training/meeting each quarter. **Due Quarterly.**
- Participate as an active member of the Voice Adult Advisory Group. **Due Quarterly.**
- Work with all Voice partners in your Hub (as defined by ITPC) and ensure weekly contact and technical assistance as needed. **Due Quarterly.**
- Recruit and work with one (1) new Voice group within the Hub. **Due April 30, 2011.**
- Host a quarterly VForce meeting. **Due Quarterly.**
- Participate in all required ITPC training and events. **Due Quarterly.**
- Respond timely to data requests from ITPC.
- Other Contract Deliverables as determined by ITPC.